

Festival Title: \_\_\_\_\_ Festival dates: \_\_\_\_\_  
Name of Applicant: \_\_\_\_\_ Current date: \_\_\_\_\_

Please provide details on your proposed festival that you are seeking funding for, unless otherwise requested in the question. Please be concise and use bullet points for your answers whenever possible. Note that no extra information provided with the application will be reviewed, and the character limit will be strictly enforced. Each question will be evaluated on its own, so do ensure that all details pertaining to the question are provided within their specific answer. **Please note that spaces, bullet points and paragraph breaks (after pressing “enter”) count towards the character limit.**

**1. Detail measures taken to specifically highlight Canadian content and talent to the general public at the festival. (Maximum 1,250 characters)**

Include details on programming focused on Canadian content or talent (e.g., awards/category focused on Canadian cinema, Canadian film opening or closing the festival, general public events including tribute for Canadians, special themes, dedicated local/regional/pan-Canadian programming section, etc.) and ways the festival highlights the Canadian talent in attendance.

**2. Detail measures taken during the festival, if any, to specifically highlight, promote and/or develop Canadian content and talent for industry professionals. (Maximum 1,000 characters)**

Include details on industry-targeted programming focused on Canadian content or talent (e.g., forum, conference, structured 1-on-1 networking meetings, panel discussions, masterclasses, etc.). Provide brief details on the intended audience, format, impact and needs served. **If no activities of this nature are offered by the festival, please write "N/A".**

**3. Explain how the festival (including within its professional activities specified in the previous question) contributes to the regional, national, and international recognition of Canadian talent and cinema. (Maximum 1,000 characters)**

Include details on programming focused on regional, national and/or international industry (e.g., coproduction market, programming partnerships, structured coproduction, export, 1-on 1 structured networking meetings, group networking activities, etc.). If they have already been detailed in the previous question, simply reference the activity and provide context on the impact and needs served (e.g., sales agents/distributors participation, business deals made, notable networking events) of those activities on a regional, national and/or international basis only if not already mentioned in the previous question. If not highlighted in the previous question, also provide brief details on the innovative and distinctive nature of the activities, including intended audience, format, impact and needs. **If no activities of this nature are offered by the festival, please write "N/A".**

**4. Provide an explanation if the audience numbers submitted in Dialogue differ from the total audience numbers reflected in the supporting ticketing report(s) (if applicable).** (Maximum 500 characters)

It is expected that the numbers provided in the Dialogue form match the totals provided in the supporting ticketing report(s). If they do not, include details on any attendance that was not included and how these numbers were totalled/accounted for. **If no difference is shown, please write "N/A".**

**5. Provide specific details outlining any significant changes that are anticipated for the EXPENSES of the festival.** (Maximum 500 characters)

Include details on any expected increase in expenses and what actions are being taken to mitigate its impact.

**6. Provide specific details outlining any significant changes that are anticipated for the REVENUES of the festival. (Maximum 500 characters)**

Include details on any expected loss in revenues and what actions are being taken to mitigate its impact. Provide details on any adjustments that have been considered for projected revenues and the reasoning (e.g. previous loss of funding sources, public funding sources not being renewed, etc).

**7. Detail the actions that are being taken to ensure the revenue goals of the festival can be reached and sources of funding sought (and confirmed) outside of Telefilm's funding. (Maximum 500 characters)**

Include details on how achievable these goals are and what strategies and actions are in place to reach these goals. For sources of funding sought and confirmed, provide information on their status (e.g. contracted, pending agreement, in discussions, etc). Be specific and give examples, especially on new funding sources (e.g. who you are targeting for new sponsorships or grants, what stage of discussions it is in, how likely it will be to confirm this funding).

There is no need to list every revenue source as this is included in the budget template, but it is recommended to highlight the key revenue sources that will have a large impact on the operations of the festival.

**8. Describe the changes to the festival that may occur should revenue goals not be met. (Maximum 500 characters)**

Include details on what aspects (e.g. activities, personnel, etc.) may be affected, and how the financial impact will be managed.

**9. Provide details on the context or background of any issues that may be reflected in the submitted budget or financial statements that should be considered in the evaluation which were not already covered by previous questions. (Maximum 500 characters)**

For example, this could include details on deficits previously experienced, impact on cash reserves, etc. Include details on any concerted actions/strategies that are being taken to manage and improve the financial situation. If there are no issues to provide additional context on, please write "N/A".

**10. Summarize the relevant experience of the key festival personnel (Executive Director and Artistic Director) in the audiovisual industry or experience specific to their role. (Maximum 250 characters per person)**

Ensure the details provided focus on their experience in similar roles in other events or festivals.

**Executive Director** (or equivalent)

**Artistic Director** (or equivalent)

**11. What internal accounting controls are in place to manage the financial health of the festival and organization? (Maximum 500 characters)**

Internal accounting controls are the various procedures and methods the organization uses to manage the accounting and financials of the organization. Please provide details on the segregation of duties (on duties such as authorization to record and approve financial transactions, handling of cash receipts and deposits, writing and signing cheques, etc.), the monitoring mechanisms in place (such as who handles the implementation and updating of the controls), and frequency and depth of review of the controls (such as who handles the oversight on the financial situation of the organization).

**12. Provide specific details on the delegation of power and decision-making process within the organization.** (Maximum 500 characters)

Include details on how decisions are made and managed within the organization. Focus on what types of decisions are made at which level of leadership in the festival and organization (including at the board of directors level, Executive Director or equivalent level, department head level / lead key personnel, etc.) and what type of decisions are involved (such as on financial decisions, programming selection, production/event decisions, etc.).

**13. What contingency plans are in place for key personnel changes?** (Maximum 500 characters)

Include details on how the change would be managed in the cases of key personnel/leadership team departures or temporary absences, how the organization would be managed should all key personnel/leadership team be unavailable or depart from the organization, and what measures are in place to limit the impact on the festival and organization.



**14. Briefly describe the festival’s strategy to reflect and serve a diversity of voices and how the festival reaches these communities. Specify examples of initiatives/activities and include a one (1) sentence description of each initiative/action as well as details on the communities targeted, community partnerships developed, and professionals hired from these groups to lead these initiatives/activities. Ensure a variety of initiatives/activities are included. (Maximum 1,250 characters)**

Please refer to the Guidelines on the Program webpage for the list of communities supported through Telefilm’s Inclusion Initiatives.

This should include (if applicable):

- Programming content/initiatives, including programming sections, exhibitions and special projects, led by and for under-served audience groups;
- Leadership roles of the festival (including board of directors and leadership team) filled by individuals from under-represented groups, especially if the position is aimed specifically at individuals from these groups;
- Engaging community groups and organizations to build and develop audiences from under-served groups; and/or
- Paid employment and training (e.g., internships) positions at the festival aimed specifically and filled by individuals from under-represented groups. This can include management, staff, and volunteers.

**15. What accessibility measures have been put in place for persons with disabilities that are within the festival's control and go above statutory requirements or obligations? (Maximum 500 characters)**

Highlight measures that the festival has implemented to increase accessibility, outside of venue or statutory requirements (e.g., website design, ASL availability at Q&As and panels, closed captioning, described audio, content warnings, creative approaches to marketing, etc.). **If no measures are offered by the festival, please write "N/A".**

**16. Provide details on your environmental sustainability measures that the festival is undertaking that are within the festival's control and go above statutory requirements or obligations. (Maximum 500 characters)**

Highlight measures that the festival has implemented to manage its environmental impact outside of venue or statutory requirements (e.g. lower printing demands by converting to digital signage, materials and assets, discounts with vendors that encourage eco-sustainability such as bus or bike rental companies, use of electric festival cars, etc.). **If no measures are offered by the festival, please write "N/A".**